

## Willingness of Consumers to 3 in 1 Instant Milk Tea Sachet Packets

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The 3 in 1 instant milk tea sachet packet is one of the latest products which entered into the value added tea product line. The newness of this product has led tea manufacturers and marketers to explore deeply the potential market and consumer reaction. Hence, this research was conducted to find out the factors affecting the consumer willingness to 3 in 1 instant milk tea sachet packets and to identify the level of sensory factors that affect the consumer preference on a selected 3 in 1 instant milk tea product. 260 respondents representing four occupation categories (Lecturers, Students, Security Officers and Minor Workers) were randomly selected from the Uva Wellassa University of Sri Lanka. The data related to the preference level of the sensory factors, demography and the consumption behavior of the respondents were gathered using a sensory sheet and a structured questionnaire. Data were analyzed by using descriptive techniques and binary logistic regression. Results of the regression analysis show that the consumer willingness to buy this product depends on the over-all acceptability of the sensory factors of the tea and price acceptability. Above all, the consumers who are used to drink milk tea as their bed tea express more willingness. Consumers who purchase tea products from places like canteens and tea centers have no interest for this kind of products. The vanilla flavor decreases the consumer willingness to buy the product. The sensory test resulted that the selected 3 in 1 instant milk tea product has moderate sweetness, moderate milk flavor and moderate astringency. Further, it has pleasant aroma and appearance. As the conclusion of the sensory results, the selected 3 in 1 instant milk tea sample is in a consumer acceptable level.

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